

**ABSTRACT**

The invention refers to cosmetic products having a self-warming effect. The composition is substantially water-free and contains 0.1 to 40 % by weight of a hydrophilic aluminum-rich zeolite with a pore size in the range of 0.3 to 0.5 nm,

1 to 99 % by weight of a disperse oil phase, 0.1 to 50 % by weight of a non-ionic surface-active agent, 0.1 to 40 % by weight of an emollient, 0.1 to 20 % by weight of a thickener, and up to 100 % by weight cosmetic carrier substances, auxiliary substances, active substances and mixtures thereof,

with the proviso that no polyvalent alcohols and polar solvents are contained. The products have an enhanced water absorption, cleansing effect and a silk-like feeling.